



1971 YEARBOOK ISSUE
WITH REPORTS FOR 1970

nasturtium

MASSACHUSETTS HORTICULTURAL SOCIETY
HORTICULTURAL HALL
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PRESIDENT'S REPORT

A year ago I began my annual report with the statement: "Very bluntly, 1969 was a year of financial crisis for the Massachusetts Horticultural Society." Now, a year later, I am able to report that considerable progress in resolving the Society's financial problems has been made during 1970 and even during early 1971. The most dramatic evidence of this progress is the marked improvement of the financial statement of our magazine HORTICULTURE. For the year 1970 the deficit of HORTICULTURE was \$17,256 which, in comparison to very substantial deficits in 1969 and 1968, represents an extraordinary recovery. In addition, during 1970 the circulation increased to a new high, and there are also reasons to believe that before too long the point will be reached where the magazine will no longer be a drain on the finances of the Society. Mr. Stubbs will give a more complete report on HORTICULTURE later in this meeting. I should add that Mr. Stubbs, who is retiring from the Board as of this meeting, deserves the warmest thanks of the Society for the improvement in the finances of HORTICULTURE, due principally to steps taken under his direction. During the past two years he has literally lived with its problems, and the improved results are ample evidence of his devotion to the task.

The second factor contributing to the improvement of the finances of the Society were fund raising efforts to which the members and friends of the Society have responded most loyally and generously. You may recall that towards the end of 1969 a letter appeal for funds raised about \$36,500, of which \$8,500 was received in early 1970. In the latter part of 1970 your Board voted to embark on a more ambitious fund raising campaign with professional assistance. While the results of this campaign did not meet our original expectations, the appeal nevertheless achieved a net return to the Society during late 1970 and early 1971 of about \$71,000, or nearly double the receipts of the 1969 campaign. In addition, it should be noted that the expenses of the campaign were more than covered by contributions from members of the Board of Trustees. Of equal importance to the funds raised was the excellent response of our members, not only to telephone solicitation appeals but also to requests to help in the campaign. About 400 individuals took an active part in the project. To coin a bad pun, with such grass roots support the future of the Horticultural Society should be assured! It has not been an easy decision for your Board to follow this course of action. However, a more attractive alternative of offsetting the annual deficit just did not seem available. It is our definite goal that in the future all of the various activities of the Society should be on a self-sustaining basis, making an annual appeal to our members and friends for additional funds unnecessary. However, until that day arrives we may have to continue this practice which, incidentally, puts the Society in the same company with many other distinguished non-profit institutions which raise funds annually.

To round out the financial aspects of this report, we have been able to achieve modest economies in 1970 as compared

to 1969. The reduced building expense is of course a question of luck, as problems can occur at any time. Membership income has increased as a result of the dues increase voted at the last Annual Meeting; unfortunately the increase resulted in a loss in numbers of members, and every effort must be made to increase our membership in the coming year. The 1970 Spring Flower Show was a modest financial success, and although final results are not yet available the preliminary figures indicate that the 1971 Spring Show achieved comparable results.

The overall financial statements of the Society for 1970 show a deficit of \$75,181. While a deficit is certainly not desirable the 1970 figures obviously compare favorably with a deficit of \$317,000 in 1969 and \$487,000 in 1968. I do want to acknowledge a bequest received during the past year from the Estate of Helen G. Rolfe amounting to \$5,932.40, the final payment of a total bequest of \$13,932.42. Such generous bequests and gifts are of great importance to the Society. Audited financial statements for 1970 are available and our Treasurer, Mr. Ewell, will have further comments in his report.

Turning to the programs and activities of the Society, the year 1970 saw a continuation in the trend towards a larger variety of programs and techniques to meet the newer needs of our membership. To illustrate the point, in 1970 we had 55 activities of one kind or another for our members and other members of the horticultural community. In comparison, eight years ago — in 1962 — there were only 22 such events and activities. Our Executive Director in his report will go into more detail on the specifics of these programs and activities. I think the point should also be made that our magazine HORTICULTURE, with a nation-wide circulation of about 150,000 subscribers, continues to be a leading influence in its field. Plans are being made for a more active editorial policy on conservation and ecology and further improvement in the content of the magazine. The "Hub Box" program which was actually instituted in 1969 recognizes the need to reach young people who are going to have to learn something about growing things if we are to have a livable environment tomorrow. This program received increasing acceptance in schools in the Boston area during 1970 and may serve as a model for similar programs throughout Massachusetts as well as the rest of the country. Another program which actually is part of the 1971 activities, but which deserves mention, is the "Plant-A-Tree" project. This program was publicly introduced at the 1971 Spring Show and also in the Earth Day observances on Boston Common on April 26. Materials from this project are available here for members attending this meeting.

In discussing the activities and programs of the Society, I want to take this occasion to put to rest certain rumors and idle comments which have reached me and other members of the Board. Specifically, these rumors have been to the effect that, first, our 100th Spring Flower Show this year would be the last held by the Society; second, the library of the Society is to be given away to another institution, and third, Horticultural Hall is to be sold and the Society is going to move elsewhere. Let me emphatically state that no decision has been reached on any of these matters and in my opinion abandon-

ment of the Spring Show, donation of the library, sale of the building certainly do not seem to be indicated by present circumstances. The recent change in ownership of Suffolk Downs is no reason to feel that we cannot continue to hold successful shows there, and other locations may also be available. While the problem of our building and the library — which occupies a large part of it — has been subjected to continual analysis, the improved financial situation of the Society reduces the urgency of making a decision on this point until all possibilities have been very carefully researched. I hope very much that I have made myself perfectly clear on these points.

It is now my unpleasant duty to report the death on July 26, 1970 of Mr. Robert N. Elwell, founder and President of Arrowhead Gardens in Wayland and a Trustee of the Society since May 1, 1961. He served on many Committees and as Assistant-Treasurer, and we greatly miss his many contributions to the Society. In closing this report, which will be my last as President of the Society, I want to express my great appreciation to my fellow Trustees, the members of the Committees, and also to our hard-working and devoted staff. I have chosen not to serve another term as President principally for personal reasons, but also because I feel that at this time new leadership is needed. I have every confidence that your nominee for President, Mr. Russell Clark, will bring the Society into one of its most successful periods in its long history. A young man and a former Trustee, he has the experience, energy and ability to give the Society outstanding leadership.

Finally, I want to acknowledge the dedicated services of those members of the Board of Trustees who are retiring as of this meeting. I have already mentioned Mr. Stubbs, who has served ably as Vice-President and as Chairman of our Publications Committee. In addition Mrs. John M. Hall, Milford R. Lawrence, Vincent N. Merrill and Miss Helen C. Moseley are retiring as Trustees. They have been especially devoted and effective members of the Board, and I am sure they will continue their interest in the programs and activities of the Society. I am especially sorry that Mr. Lawrence, Chairman of the Special Medals Committee, could not be with us today because of illness.

I want to express again my sincerest thanks to everyone whose interest in the Society has contributed to solving the difficult problems of the past few years, and to wish the new administration every success in the future.

Oliver F. Ames, President

MEMBERSHIP REPORT

As you know, a raise in dues was voted at the Annual Meeting last May. The results were predictable, a gain in income but a loss of members: 5,242 as of December 31, 1970 compared to 6,600 on December 31, 1969. I feel badly that this Committee has not been able to offset this loss to date. However, with the help and enthusiasm of our new Members' Council and the personal assistance of our President-elect, I am confident that next year's report will be much more gratifying.

Lily B. (Mrs. Charles G.) Rice
Chairman, Membership Committee

TREASURER'S REPORT

Our figures, confirmed by the audit report, show that the Society experienced a loss from operations during 1970 in the amount of \$75,181, including a non-recurring write-off inventory and deferred expense of \$7,435, compared to a deficit of \$313,130 in 1969.

The major contributing factor to this improvement was of course the remarkable change in HORTICULTURE's finances; another was the income from the fund campaign. Economies were effected in office and general expenses, as well as in building expenses. Membership income increased by \$9,000 as a result of the dues increase voted in May 1970, and the 1970 Spring Show netted \$17,967. In addition, sales of Mr. Lees' book, GARDENS, PLANTS AND MAN have resulted in a net income to the library of \$6,259.96, and the very successful print sale of last November produced \$8,169. It has been decided not to print the full financial statement in this Yearbook Issue. However, a copy of the audited report is available to any member, upon request to the Comptroller.

No endowment securities were sold to meet the financial obligations of the Society during 1970. Instead a policy was initiated of borrowing against securities, and a bank loan was obtained; at the present time the outstanding balance is \$140,000. I am happy to report that the market value of our endowment funds has increased by nearly \$100,000 since the low point of the securities market in 1970; thus this new policy has worked to the advantage of the Society.

The Society is not yet on solid financial ground. However, I am sure you will agree that progress was made in 1970. And I can assure you that the concentrated effort to further this encouraging trend will be continued in 1971.

John W. Ewell, Treasurer

EXHIBITIONS COMMITTEE

The 141st Annual Camellia Show, held January 22-23, 1970, boasted 62 entries and attracted an attendance of approximately 900. Three medals and certificates were given, admission was free, and the net cost was \$750. The 1970 Rose Show, held on June 20 in cooperation with the New England Rose Society, had 887 entries compared to 497 in 1969. Attendance was 1,364, and seven medals and certificates were awarded. Public admission was 50 cents, with no charge to members, and net cost to the Society was \$687.34.

On September 24th, 392 persons paid \$2.50 to attend Japan Day, held in cooperation with the Boston Chapter of Ikebana International. This new activity netted \$721.57 and its success encouraged a program in cooperation with many plant societies and individuals: Indoor Garden Days, December 4-5, attended by 441 persons at \$1.50 each, netted \$283.90.

The 1970 New England Spring Garden and Flower Show, held at Suffolk Downs March 14-22, attracted 81,372 persons and resulted in an income, after expenses, of \$17,967. Although it is not a part of the 1970 report, I cannot forego the pleasure of announcing that our 100th Spring Show, March 13-21, 1971, was a financial as well as an artistic success. Attendance was 82,804 and, even though overhead expense was higher than last year, preliminary figures indicate a net income of approximately \$14,000.

I would like to express my appreciation to the Exhibitions Committee, Mrs. Crockett and Messrs. DeVincent, Ewell and Wacker, for their hard work. And a special vote of thanks is due to the Women's Exhibition Committee, without whom the Show could not have gone on.

Joseph W. Lund, Chairman
Committee on Exhibitions

HORTICULTURE REPORT

My own report will be very brief and limited to a quick review of the results of the past three years for the magazine, and then I shall read you a report of our publisher, as has been my custom in recent years, covering the last year's operations.

In the summer of 1969 when we belatedly received the figures from our then auditors for the year 1968, we found that we had been badly misled by our Comptroller who, although he had been with the Society for a number of years, turned out to be completely incompetent; as a result, instead of the magazine's breaking even as we thought it had, it turned out that there was actually an operating loss of \$360,542 for 1968. The Board of Trustees was faced with a very serious problem and there were some who were in favor of getting out of the publishing business altogether. However, it was decided to try a bit longer, but with a professional in charge of the publishing phase of the magazine. This decision, which was endorsed at the time by all the Trustees, the Executive Director and the staff, has turned out to have been a wise one.

In the fall of 1969 Philip E. Nutting & Co., who had been recommended to us by people proficient in the publishing business, were engaged and Philip E. Nutting, the President of that organization, was made publisher of our magazine. In 1969 our loss was reduced by almost \$130,000 but still, at \$231,832, was very worrisome. However, certain steps had been taken toward economies and increased income, the results of which were not yet apparent.

For the year ended December 31, 1970 the loss of the magazine on audited figures was reduced by a further decrease of over \$200,000 to a net loss of \$17,256. It would appear, therefore, that the financial problems of the magazine are well on the way to a final solution, but there are still, as there always are in the publishing business, problems. I am confident that with professional supervision of the publishing phase of the magazine, and with complete cooperation by the Society's staff, these can be solved successfully.

I now read you the report of Philip E. Nutting & Co., by its President, to the Committee on Publications.

"Dear Sirs:

"The annual summary of HORTICULTURE income and expense for 1970 speaks for the progress which has been made. The anticipated economies and new sources of income as outlined in my report last year were to a large degree realized. The Fulfillment Corporation of America (F.C.A.) has, as anticipated, saved HORTICULTURE nearly \$100,000 in the twelve months following our April 1 contract. I will not try to enumerate here the details of these savings but one instance, I think, will illustrate their efficiencies:

Renewal promotion, Apr-Nov 69, 1st notice: \$396.00 per 1000
Renewal promotion, Apr-Nov 70, 1st notice: \$ 40.48 per 1000.

"The economies anticipated in our various promotions were realized and their results exceeded our forecasts.

"The bind-in cards have proved very productive, having produced 3,398 subscriptions at an estimated cost of 90 cents each. This very favorable factor is possible because the other half of the card is used for advertising.

"As of December 10, 1970 our income from list rental was ahead of 1969 by about \$25,000, not including the months of January and February when A.M.A. was in charge. We anticipate an even greater gain in 1971.

"The printing contract with R. R. Donnelley & Sons was renegotiated with a resulting saving of 12% to 15% per issue.

"In addition to the substantial reduction of losses, the circulation is at an all time high — approximately 150,000.

"As much as I would like to credit our talents with this

success, I must point out that it greatly reflects the fact that HORTICULTURE has been grossly underpromoted and to the wrong segments of our population. Therefore, when approached and tested in a professional way the results far exceeded our forecasts. For example, when magazines like THE NEW YORKER were receiving a return of ½ of 1% on promotional mailing, HORTICULTURE received 2.5%.

"However, it should be pointed out that this increased circulation is both an advantage and an obligation.

"An advantage in that:

1. It enables us to raise our advertising rates a minimum of 20% — a potential of approximately \$33,000 in additional advertising revenue.

2. It eliminates the necessity of drastic and expensive measures for quick circulation acquisition to meet Audit Bureau of Circulation (A.B.C.) guarantee. And for the first time, therefore, we are in a position to really choose the most profitable course for HORTICULTURE.

3. It eliminates the need for 'gracing' (sending free copies to expired subscribers) which cost us, based on 1970 A.B.C. figures when we graced 102,648 copies, \$22,500.

4. HORTICULTURE now has a truly representative national circulation which is impressive to advertisers and indicates the true potential of the publication.

5. It probably will not be necessary to initiate major new business promotions for the rest of the year, keeping, of course, our school plans and our highly successful Christmas gift promotions.

6. It increases the strength of our bargaining position with the New York Botanical Garden, should we reach that point.

"It is an obligation in that we must fulfill these subscriptions which came in greater quantity than anticipated. However, these fulfillment costs are spread over a three-year period and planned additional revenues will more than offset them.

"With the vital circulation operation healthy and functioning efficiently, we intend this next year to work more closely with the Advertising Manager, Arthur King, whose work we regard highly, to effect changes and operating improvements that will yield more income from that department.

"HORTICULTURE is an important and wanted editorial and advertising force today. I see no reason, barring major economic upheaval, why — with professional guidance and proper policies — it should not continue to improve and prosper.

Philip E. Nutting, President"

As this is my last appearance before you, I wish to thank President Ames publicly for his leadership and whole-hearted cooperation at all times, and also the Executive Director and those members of the staff who have worked with me over the last five years on the magazine. It has been a privilege to have been a member of the team working on the problems of this old, but still great, Society.

John O. Stubbs, Chairman
Lectures & Publications Committee

LIBRARY REPORT

During 1970 the Library Committee continued its policy of thoughtful long-term planning and a program consonant with the policies and resources of the Society.

The Library Committee was directed by the Trustees and the Executive Committee to explore and report on alternatives for the Society's consideration in respect to the future of its library. Their first preference was for the Trustees to provide enough money to maintain the library in its present facilities in accordance with its high reputation, or to maintain

it thus in new quarters should the Society move from Horticultural Hall. In the event the Society should find it impossible to maintain the library as it should, another alternative would be to donate it to a qualified institution where it could be housed and maintained under arrangements which would permit the members of the Society access to it. This donation could be the library in its entirety, if facilities for circulating books could be provided; if not it could be divided, retaining all books published within the past fifty years as a circulating library. The Arnold Arboretum is an example of such an institution; informal discussions indicated that such an arrangement would be feasible, although not ideal. Another alternative explored was the possible donation of the Treasure Library to the Boston Athenaeum, with a proviso guaranteeing the Society's members rights of access to the donated books. Or the library could become an autonomous organization and thus relieve the Society of further expense and responsibility. Sale of the library is opposed by the Committee, for it would result in the breaking up of a world-famous horticultural library and would deprive members of one of their most valuable privileges.

The Committee feels that time is running short and the Trustees should give this matter their urgent attention. In whichever path the future of the library lies, the Committee urges it be given the financial support to develop it to its fullest potential and thus retain its truly deserved reputation as the greatest horticultural library in the world.

Our library year began with the preparation and distribution of the Proceedings of the First Botanical-Horticultural Library Conference which we had founded in Horticultural Hall in November 1969. Two more Conferences have been held, and this organization is now soundly established and proving its value across the country.

The outstanding event of the year was the Sale of Botanical Prints. It netted over \$8,000 in just two days and we are exceedingly grateful to the 21 volunteers who helped to make it a success. The proceeds are in a temporary fund which may be drawn upon as necessary to augment the library's permanent funds, which are generally restricted to book purchases. The Committee has scheduled another Print Sale for November 5-6, and hopes it will become a much anticipated annual event.

Interest in botanical prints has grown in recent years. The Society's collection was begun in 1829, but its first major print exhibit was not held until 1968. Plans are under way for an exhibition of lily prints during the Annual Meeting of the North American Lily Society, July 9-12. These prints are but a small portion of the extensive library on lilies which Jan de Graaff has donated to the Society. We are chagrined that we do not have the money to put it into the suitable order its excellence deserves and are exploring ways of financing this in the future. The Committee is considering an Orchid Print Show in December, in conjunction with an Orchid Show, particularly appropriate in this year of the 50th anniversary of the American Orchid Society which was founded in Horticultural Hall in 1921. Storage of some of the prints has been improved. With the Trustees' permission, proceeds from the 1971 Print Sale can be applied toward the improved storage and matting of the rest.

A new venture in 1970 was the preparation of a page for two 1971 issues of HORTICULTURE. They are designed to bring to readers' attention the advantages of our circulating library—the largest in the country—which is theirs to enjoy if they join the Society. By describing some of the outstanding books we hope to serve specific needs for members and to increase circulation, which in 1970 was over 5,000.

The Committee purchased a Donors' Book to be filled in retroactive to 1960 and kept on display in the library as a permanent record of our appreciation.

A total of 11 titles from the Treasure Collection were re-stored in 1970 with matching funds from the Massachusetts Council on Arts and Humanities. A separate request for funds to arrange and catalog undocumented letters and manuscripts in the archives, dating at least from the early 1800's, was rejected. This work, like indexing important periodicals, is a regular library function that has been neglected because of the extremely limited staff.

A grant of \$3,000 from the Webster Foundation will make possible not only the vacuuming of the 19th Century Collection, but also long-needed emergency repairs.

The library has always been generous in extending to interested members and serious visitors the privilege of examining books in its Treasure Collection, but exhibition cases are urgently needed.

Library policies formulated over the past three years are constantly under review. One establishes fees for photographing our books and provides that prints, negatives and color separations become the property of the library. Prints are mounted in a notebook for examination by prospective purchasers. We hope in this way to save repeated wear and tear on our books and to garner additional funds.

The insurance coverage has had to be revised. A Directory of Horticultural Libraries has been compiled for the American Horticultural Society. Plans are in hand for publication of the Five-Year Supplement to the Dictionary Catalog of the Library. A new bookplate has been designed incorporating the wreath of flowers used in the bookplate of Josiah Stickney, President of the Society in 1858, whose fund later made possible the purchase of the finest volumes in the Treasure Collection.

Despite our accomplishments we cannot overlook what remains to be done, or ignore the deficiencies that contribute to the deterioration of the library and its services. There is need to bind periodicals, to repair items in the Treasure Collection, to put the archives in order. Due to the lack of a cataloger we have had to curtail purchases of current books. The library is severely limited by shortage of staff; Mrs. Crossman and one part-time assistant, Mrs. Castle, do not constitute sufficient staff to attend to a library of over 30,000 volumes. Proper funding is vital. No library, however prestigious, merits the support of members or outside sources if it does not function effectively. For a library with the stature of the library of the Massachusetts Horticultural Society, nothing less than development of its fullest potential is worthy of consideration.

Before closing I want to express my personal thanks and appreciation to Mrs. Crossman and her staff, not only for the dedication shown to the library under less than ideal circumstances, but also for making it a pleasant place for visitors and for the Library Committee. I would like to commend Mr. Wendler for his handling of the Garden Information telephone service, ably assisted by Mrs. Crossman. And my especial thanks to the other members of this Library Committee—Miss Moseley, Dr. Goodale, Dr. DeWolf and Mr. Dillon—who have worked diligently with me, for without their hard work there would be little progress for me to report.

Mary B. (Mrs. G. Kennard) Wakefield
Chairman, Library Committee

EXECUTIVE DIRECTOR'S REPORT

One of the most difficult of problems is that of defining the Massachusetts Horticultural Society and its role in today's world. As the world changes, so must we.

While it is tempting to get involved with such attention-getting issues as water and air pollution — and we must be concerned with them — we must remember that our province is that of plants in a horticultural sense, and with their use in the creation and preservation of gardens, parks and other green spaces which are useful, comfortable and pleasurable to man.

With this in mind, we have extended our efforts to provide advice and consultation to existing community projects and to stimulate and abet the instigation of new ones. A very real example of this sort of thing grew out of Henry Hope Reed's appearance in Horticultural Hall on April 13, 1970 as a part of our regular Members' Days program. Mr. Reed, Curator of Central Park, was instrumental in forming a New York group known as the Friends of Central Park. A group of our members from Back Bay, led by Miss Laura Dwight, has since formed the Friends of the Public Garden. We all know the Public Garden needs friends — let us wish them a long and successful existence.

Your Director, along with several other members of the Society, also established — in October 1970 — a Chapter of the American Rhododendron Society in Massachusetts. Mr. Edmund Mezitt, a member of our Board of Trustees, is now President of that Chapter.

The Members' Days are growing in popularity. The spring series under the chairmanship of Mrs. John M. Hall, and the fall series under that of Mrs. Charles F. Hovey, placed new emphasis on plants and gardens in terms of total environment. The new technique of asking appropriate special groups to participate has increased the response to and the effectiveness of this program.

Our shows continue to be spectacular visual evidence of man's involvement with plants and gardens. The one-day Rose Show, for example, on June 20, broke a record with 887 entries by 68 exhibitors and attracted over 1,300 visitors in eight hours. So, while with our lectures we have emphasized the importance of plants and gardens in terms of environment, we maintain horticultural excellence through our shows.

Most interesting perhaps is our growth in the area of classes, courses and workshops which meet the ever-increasing needs and enthusiasms of the do-it-yourself era in which we now live. They ranged through many subjects, including landscape design, artificial light gardening, pruning, and the propagation of orchids. In 1970 we provided 26 such events in which 472 members participated. We have had the best in professional instruction, and the registration fees render this a self-supporting program.

Two events in 1970 were in the nature of experiments and were designed to encompass elements of exhibition, demonstration, lecture, do-it-yourself participation, and the opportunity to purchase materials to take home. The first, co-sponsored by the Boston Chapter of Ikebana International, was Japan Day on September 24. It was a great success, was well attended, and gate receipts were well above costs. The other such event was Indoor Garden Days on December 4-5, in which many plant societies and specialized groups exhibited, worked with and sold appropriate materials. While not an overwhelming success in terms of attendance — it was thought to be too late in the season — participants are enthusiastic for another try because the format allowed for person-to-person

communication which is impossible in the large Spring Show. Even with the limited attendance, however, the activity was self-supporting.

As for statistics: 9,000 people attended 55 events of the sort I have described. This does not include the many hundreds who attended — and, even more important, made purchases at — the very popular print sale, or the 81,000 who attended the 1970 Spring Show. If you add to this the more than 150,000 copies of HORTICULTURE magazine which go into the mail every month it is obvious that our voice is being heard. The clippings you see on the walls today are samples of the many items about our activities which appeared in newspapers during the year.

Also during 1970 plans were made for a new award to be made annually by HORTICULTURE. The first HORTICULTURE Ecology Award was presented on March 17, 1971 to Russell Errol Train, Chairman of the Council on Environmental Quality, for his contribution to the understanding of trees, gardens and other green spaces in the creation of better environments for all men.

Our "Hub Box" program continues to go forward with the able assistance of the Metropolitan District of the Garden Club Federation. To date 3,000 children have been involved, and we are nearing the point of revising our manual so that we can make it available to other cities throughout the country. This is our basic goal: to devise a formula so that anyone anywhere can use it.

Thanks to the efforts of Mrs. Ara Derderian and her committee the restoration of the Kathryn S. Taylor Greenhouse at the Vale has been completed. An imaginative program under the direction of Mrs. Henry Stone of Dover is about to get under way. It is hoped that this will prove to be the first of many such outposts of the Society.

In 1970 six staff members gave over 50 scheduled talks, presentations, consultations, radio and television appearances, or served on judging panels for community gardens, window box projects, specialized shows.

As Sylvia Crowe, the noted English landscape architect, has said: "Gardens are the link between men and the world in which they live . . ."

Every farm child of a generation ago experienced the inter-relationships of sunlight, air, water and soil, and the fauna and flora which they brought forth. A tree, a trout and a cow were not mysteries. He learned, too, that his very existence depended in one way or another upon them. The family farm — in reality a great garden — was his link to the real world.

But what of the child growing up in the South End, Cambridge, Quincy — or any other city space you can name? Where is he to learn the lesson? How does he establish a link with the real world? And if he doesn't, how can we expect him to respect that world and use it wisely?

I am convinced it is in this area that we must continue to grow. The values for which we strive are intangibles, but without them man cannot exist. That this is so is evidenced by the following letter which appeared in the BOSTON GLOBE on March 25, 1971:

"Dear Editor:

"If there is anyone who still thinks God is dead, I can assure you that He is not. In this poor mortal's eyes, His work is improving.

"I have just returned from the Flower Show.

Henry F. Szafarz, Boston"

Carlton B. Lees, Executive Director

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Willard P. Hunnewell, *Vice-President*
John W. Ewell, *Treasurer*
E. Miles Herter, *Assistant-Treasurer*
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Dr. Robert L. Goodale, 1972
Edmund V. Mezitt, 1972
Mrs. G. Kennard Wakefield, 1972
Nathan Chandler, 1973
Roger G. Coggeshall, 1973
E. Miles Herter, 1973
Mrs. Charles F. Hovey, 1973
Robert S. Pirie, 1973
Mrs. Charles G. Rice, 1973
Henry F. Davis, III, 1974
Dr. George H.M. Lawrence, 1974
Dr. John A. Naegele, 1974
Edward H. Osgood, 1974
Mrs. John C. Storey, 1974
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FINANCE COMMITTEE

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MEMBERSHIP COMMITTEE

Mrs. Charles G. Rice, *Chairman*
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E. Miles Herter

EXHIBITIONS COMMITTEE

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Raymond DeVincent
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COMMITTEE ON PRIZES

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Dr. Robert L. Goodale
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